

Persuasion Speech Topic:

Motivating the Workforce

— Looking at the problem and ways to solve it

Persuasion in the Workplace

We are constantly bombarded by persuasive messages. Driving to work we see billboards, we listen to the radio where there are advertisements, songs and even DJs trying to get us to do things. Being aware of how many types of persuasive messages are going on in our lives helps us to be better critical thinkers. If we spend a few minutes thinking about the different messages we can clearly see our advertisement dollars at work.

So, it is important to look at persuasion not only as a tool to use for sales, but to also understand its impact when giving a presentation. If you can master the art of persuasion, then you have a very valuable tool that can be used in several areas: writing, speaking and, of course, being a better listener.

The assignment associated with this module is an opportunity for you to look at all of the issues that plague corporate American and then you must persuade us to act. This allows us to learn not only about persuasion, but also about what are some of the issues we face in the corporate world.

So, let's get started!

How to write a Persuasive Speech worksheet
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- 1.) State your topic in 5 words or less. (Example: The use of sunscreen.)
- 2.) Now state what it is that you want the audience to do. What action do you want us to take or what is it you want us to believe. This is your speech purpose- the purpose you are giving the speech. Please keep it to one sentence. Make it concise. (Example: To persuade the audience to use sunscreen.)
- 3.) Now that you have decided what it is you are going to talk about. Let's look at how you will discuss it. You have got a goal (purpose), now how do we get there? How will you reach this goal? There are 2 ways to go about this.
 - A.) You can make two or three claims- Statements you claim to be true or factual. Then get evidence to support these ideas.

Example: I. Sunburn damages your skin
 II. Sunscreen protects your skin from sunburn.

These are both claims that you would now support.

- A.) You can use the Problem-Solution-Benefits method of organization. You first claim would be that there is a Problem.
 - I. The problem is the harmful effects of sun on the skin.

Your second claim is that you have a solution to the problem.

 - II. The solution to this is for people to use sunscreen

Your final claim would be the benefits that will be gained for using your solution.

 - III. The benefits are numerous if you use sunscreen.

One final thought, these claims must help prove you topic.

Now that you have your main points, let's get some support for them.

Claim- I. Problem- The problem is the harmful effect of sun on the skin.

- Support- A. Show some statistics on the rate of skin cancer those who lay out frequently.
- Support- B. Show the effects of the sun on the skin- how it kills cells.
- Claim- II. Solution-The solution to this is for people to use sunscreen.
- Support- A. Describe how sun screens work.
- Support- B. Show the differences in protection.
- Claim- III. Benefits- The benefits are numerous if you use sunscreen.
- Support- A. You reduce the risk of skin cancer.
- Support- B. You reduce the aging effects the sun has on your skin.

4.) Okay- your turn- tell me your three claims and the support you have for them.

I.

A.

B.

C.

II.

A.

B.

C.

III.

A.

B.

C.

5.) That is the hard part. Congratulate yourself. You have now written the body of your speech. Now let's write the Introduction and Conclusion to your speech.

Let's start with gaining the audiences attention. This can be done in the following ways.

A.) Make a startling statement using concrete details or statistics.

Example: 70% of the people who do not use sunscreen will contract skin cancer.

B.) Use an analogy to catch our attention.

Example: You go to the store and you buy six apples. They are all beautiful and red. Well you place them in the refrigerator and forget about them. Three weeks later you decide to eat one of the apples. On the surface it looks great- yet when you cut into it, it is completely molded. This can be likened to your skin. You get a great tan- you look fabulous- but underneath the surface are the dead cells.

C.) Use a personal account.

Example: A year and a half ago my grandfather died of skin cancer. He had worked most of his life out in the sun, with little or no protection.

D.) Asking a question or a series of questions.

Example: Have you ever gotten a tan? Well how about sunburn? Did you know that this could be prevented with the use of sunscreen?

E.) The use of Imagery- Describe a scene in vivid detail.

Example: Imagine with me if you will, a beautiful seaside resort in the Caribbean. You see all the people laughing and having a great time. There is a cool breeze and life is good. Now open our eyes to reality-the majority of those people you saw run a high risk of skin cancer- and so do you!

F.) Pose a challenge to the audience.

Example: Today I am here to challenge you to stop tanning.

G.) Quote an authority.

Example: In the words of the Surgeon General, "Smoking is harmful to your health".

Try one of these:

- 6.) Now that you have picked out a way to catch our attention- it is now time to announce the topic of your speech.

Example: I am here today to convince you to use sunscreen.

- 7.) Okay we now need to relate to the Audience. This means to tell them why they need to listen to your speech.

Example: We are only given one opportunity to take of our selves right the first time, so this information could make the difference in your health or the health of a loved one.

- 8.) Next, let's establish your credibility to talk about this topic.

Example: I have researched this topic so I feel qualified to give you the facts regarding sunscreen.

- 9.) The next element in your introduction is your preview statement. This is where you specifically state to your audience what your three main points are (look back to question 3 or 4)

Example: Today I will enlighten you on the problem the sun causes for your skin, the plan to help this and the benefits you will gain from adopting my plan.

Try this on your own:

- 10.) Now, we need to transition to the body. A transition is like the blinker on a car. It is used to signal where you are with your speech. It let's us know you are starting your first main point.

Example: So, let us first explore the problem of the sun's damaging effects on your skin.

You try:

- 11.) You have completed your introduction and the body of your speech. All that is missing is the conclusion. This is the easy part. There are two main ideas that have to be covered in the conclusion.
- A.) Restate your main points briefly.
 - B.) A closing remark. This needs to leave us with a certainty that the speech has concluded. To decide on a closing remark you may use any of the techniques that we discussed to capture the audiences attention or you may issue them a challenge.

Example: Today I have enlightened you on the problems surrounding the harmful effects of the sun on your skin. We have looked at how tanning is a defense mechanism to protect your skin and that it leads to aging problems. We have also looked at a simple solution- Sunscreen. We have seen the benefits of using sunscreen to lengthen your life and to help prevent the pain of skin cancer. As you leave today, I want you to remember the story of my Grandfather and how this killer affects each of us in many ways.

Now you try:

Restate:

Closing remark:

- 12.) Congratulations! You have just written a persuasive speech! What you need to do now is to fill in the outline below with the answers you have just worked through.

Title _____ (question 1)

Speech Purpose:
(question 2)

Introduction

Attention getter I.
(question 5)

Announce Topic II.
(question 6)

Establish your III.
Credibility (question 8)

Relate to the audience IV.
(question 7)

Preview your points V.
(question 9)

Transition to the VI.
Body of the speech (question 10)

Body of the Speech (copy from question 4)

I.

A.

B.

C.

Transition to main point 2:

II.

A.

B.

C.

Transition to main point 3:

III.

A.

B.

C.

Transition to conclusion:

Conclusion (use question 11)

I.

II.

Information Needed for Audible Source Cites in a Speech

Newspaper I need the name of the publication & the date

Magazine article I need the name of the publication & the date

Newscast I need the title of the program, the station call letters and the original date it aired.

TV Program I need the title of the program, the station call letters and the original date it aired.

Radio Program I need the title of the program, the station call letters and the original date it aired.

Journal Article I need the name of the publication & the date

Interview There are 3 possible types here: personal, telephone, and email correspondence. You must clarify which one it was.

For this source, I need the type of interview that it was, the person's credentials, and the date it occurred. According to a personal interview with Dr. Jim Eisenbach, director of Entomology at Stanford University, the water beetle just may be the most adaptable insect we've ever seen.

Quotation Entire quotation and author- *if there is no author, you need to say, by an unknown author...

Book Title, Author and year

Website Main title of the website (don't need all the /// and # s and such and such s) and the date it was last updated NOT last accessed! Any credible website should include this information, if not, don't use it!

Song select lyrics and the writer/artist of the song

Research

All speeches require research so that the information your are giving is up to date and accurate. It is unethical to present information that is not current or could be misleading. Please read Chapter 12 for more information on researching and making sure the information is not only accurate but reliable.

It is time to research your topic. There are several ways you can go about this.

1. Go to the Library
2. Interview people
3. Google your topic-**not!!!!** If this is your idea of how to get accurate information then you have been misinformed. Random internet websites will not be allowed in this course. If you have a website that you think is appropriate you may e-mail me for approval. The website for the company your are investigating will of course be approved.
4. Go to the LCS-Montgomery library online- This is good for articles from newspapers, journals and magazines. They will even allow you to limit your searches to only full-text articles. You must have a Lone Star College System Library Card to use this free service. These can be any Library card form one of the following schools: Montgomery College, Tomball College, Cy-Fair College, North Harris College or Kingwood College. If you have a Montgomery College ID and have not activated the Library card you may call or go by to have it activated.

All of the speeches in this class will require sources. None of the speeches in this class will be opinion speeches. You must prove what you are talking about and cite sources.